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AUG 24 2007

Application No. 10/509,541

REMARKS

The Office Action dated May 24, 2007 has been received and reviewed. This response is directed to that action.

Claim 5 has been amended. Support for this amendment can be found in paragraph [0024] of the published document, US 2005/0139693. No new matter has been added.

The applicants respectfully request reconsideration based on the foregoing amendments and the following remarks.

Claim Rejections- 35 U.S.C. §103

The Examiner rejected claims 5-14 and 16 under 35 U.S.C. §103(a) as obvious over Channer (US 7,036,747) in view of Harris, Jr. (US 4,558,820); and claims 5-14 and 16 under 35 U.S.C. §103(a) as obvious over O'Leary (US 6,631,852) in view of Harris, Jr. The applicants respectfully traverse these rejections.

* Claim 5 has been amended to state that the base of the air freshening device is "substantially wedge-shaped in cross section". None of the prior art references cited by the Examiner, and in particular Harris, Jr, teach or suggest a base that is wedge-shaped. Rather, the base taught in Harris, Jr. is a flat, planar surface which is actually part of the air freshener frame. (See Harris, Jr., Figure 1 and col. 3, lines 16-25). This is akin to the flat, planar base of Channer (Figure 1, reference 13), rather than the separate, wedge-shaped base of the present invention. Moreover, there is nothing in any of the references which would teach or suggest a base of the presently claimed invention. For these reasons, the applicants respectfully submit that any

Application No. 10/509,541

combination of Channer in view of Harris, Jr. or O'Leary in view of Harris, Jr. fails to teach a substantially wedge-shaped base in cross section according to the present invention. Therefore, a *prima facie* case of obviousness cannot be established, and the applicants respectfully request that these rejections be withdrawn.

CONDITIONAL PETITION FOR EXTENSION OF TIME

If entry and consideration of the amendments above requires an extension of time, Applicants respectfully request that this be considered a petition therefor. The Commissioner is authorized to charge any fee(s) due in this connection to Deposit Account No. 14-1263.

ADDITIONAL FEE

Please charge any insufficiency of fees, or credit any excess, to Deposit Account No. 14-1263.

Respectfully submitted,

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